



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

| APPLICATION NO.  | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|---------------------|------------------|
| 09/677,153   | 10/02/2000  | Steven J. Sculler    | M&R-3.0-033-CIP     | 3874             |
| 530  | 7590        | 08/16/2004           | EXAMINER            |                  |
| LERNER, DAVID, LITTENBERG,<br>KRUMHOLZ & MENTLIK<br>600 SOUTH AVENUE WEST<br>WESTFIELD, NJ 07090 |             |                      | RHODE JR, ROBERT E  |                  |
|  |             |                      | ART UNIT            | PAPER NUMBER     |
|  |             |                      | 3625                |                  |

DATE MAILED: 08/16/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/677,153

Applicant(s)

SCULLER ET AL. 10 SEPTEMBER

Examiner

Rob Rhode

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 25 June 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 45 - 112 is/are pending in the application.
- 4a) Of the above claim(s) 45-74 is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☐ Claim(s) \_\_\_\_\_ is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 7/29/2004.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Response to Amendment***

Applicant amendment of 6-25-04 did not amend any claims nor the specification and the applicant has withdrawn from consideration claims 45 – 74 as well as canceled claims 1 - 44.

Currently, claims 45 - 112 are pending and the Office Action on claims 75 – 112 follow.

### ***Claim Rejections - 35 USC § 101***

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

In Claims 96 -103, the claimed invention is directed to non-statutory subject matter. The claim is directed to a process that does nothing more than manipulate an abstract idea. There is no practical application in the technological arts. See *In re Musgrave*, 167 USPQ 280 (CCPA 1970) and *In re Johnston*, 183 USPQ 172 (CCPA 1974). For example in claim 96, the invention in the body of the claim recites the use of technology only in trivial manner in carrying out the recited method steps and therefore is not statutory. If the invention in the body of the claim is not tied to the technological arts, environment or machine, the claim is not statutory. See *Ex parte Bowman*, 61 USPQ2d 1665, 1671 (BD. Pat. App. &

Art Unit: 3625

Inter. 2001) [Unpublished] and note MPEP 2106 IV 2(b). While Bowman is not precedential, it has been cited for its analysis.

In Claims 104 –110 and 111 - 112, the claimed invention is directed to non-statutory subject matter. The claim is directed to a process that does nothing more than manipulate an abstract idea. There is no practical application in the technological arts. See *In re Musgrave*, 167 USPQ 280 (CCPA 1970) and *In re Johnston*, 183 USPQ 172 (CCPA 1974). For example in claim 104, the invention in the body of the claim does not recite the use of nor incorporate any technology in carrying out the recited method steps and therefore is not statutory. If the invention in the body of the claim is not tied to the technological arts, environment or machine, the claim is not statutory. See *Ex parte Bowman*, 61 USPQ2d 1665, 1671 (BD. Pat. App. & Inter. 2001) [Unpublished] and note MPEP 2106 IV 2(b). While Bowman is not precedential, it has been cited for its analysis.

### ***Claim Rejections - 35 USC § 103***

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

**Claims 75 – 78, 80 – 82, 84 – 90, 93, 94, 96 – 103 and 111 – 112 are rejected under 35 U.S.C. 103(a) as being unpatentable over Plantz (US 6,088,702) in view of Mellgren (US 6,085,126).**

Regarding claim 75 and related claims 96, 102, 103 and 111 (previously presented), Plantz teaches a method of obtaining information about a

Art Unit: 3625

personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: receiving login information identifying a first user within the organization (Col 5, line 66, Col 6, lines 61 – 62 and Figures 1 and 2); receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user (Col 7, lines 31 – 33).

Although Plantz does disclose that different users can change different aspects of information based on each users appropriate login(s), the reference does not specifically disclose and teach receiving instructions over a network from the first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value.

Art Unit: 3625

In the same area of different users obtaining and changing information about a personal product, Mellgren teaches a method and system of receiving instructions over a network from the first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed (Abstract and Figures 3, 7 – 20); transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change (Abstract; Col 8, lines 20 - 22 and Figures 7 – 20) and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value (Col 7, lines 5 – 24). Please note instructions are provided by the first user for the second user as indicated at the above reference citations of Mellgren. For example in Figures 8, 9 and 10, the second user is provided overall as well as specific instructions from the first user of what aspects can be changed such as type of stamp or address. Moreover, instructions as defined in Merriam-Webster's; Colligate Dictionary Fifth Edition is "an outline or manual of technical procedure". In that regard and in a reasonable interpretation of the word "instructions", the instructions with respect to the aspects that can be changed by the second user – sent from the first user disclose a "technical procedure" method by the series of instructions provided at each step as the

Art Unit: 3625

second user proceeds through the screens/figures 8 – 12. In turn, these aspect/value changes by the second user are sent back to the first user. Furthermore, the applications specification does not specifically define the word instructions and therefore the above interpretation of the word “instruction” is reasonable. Also, please note that Plantz defines the method and means as occurring within an organization requiring separate user login(s). Whereas, Mellgren discloses the method as well as the means within the organization required to provide instructions from a first user to a second user with regard to aspects/values that can and cannot be changed as well as the second user providing these changes.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method and system of Plantz with the method and system of Mellgren to have enabled of obtaining information about a personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: receiving login information identifying a first user within the organization; receiving instructions over a network from a first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed; receiving login information identifying the second user within the organization, wherein the login information

Art Unit: 3625

of the second user is different from the login information of the first user; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change; and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value – in order to provide access limitations to information based on a user's profile as well as assigned login and password. Plantz discloses a method and system of obtaining information about a personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: receiving login information identifying a first user within the organization; receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user (Col 5, line 66, Col 6, lines 61 – 62 and Figures 1 and 2). Mellgren discloses a method and system of receiving instructions over a network from the first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login



Art Unit: 3625

information, distinguishing the aspects which the second user may change from those which the second user may not change and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value (Abstract, Col 7, lines 5 – 24 and Figures 7 - 12). Therefore, one of ordinary skill in the art would have been motivated to extend the method and system of Plantz with a method and system for receiving instructions over a network from the first user within the organization, the instructions defining which aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and at least one aspect which may not be changed; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value. In this manner, the access to information will be limited to appropriate individuals, which will ensure trust as well as assuring that an unauthorized individual cannot change the information as well as insuring only authorized users are allowed to make changes. Thereby, the method and system will ensure trust as well as ensure that proper procedures are followed through these profile-designated privileges assigned by a method and system administrator.

Art Unit: 3625

Regarding claim 76 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the step of transmitting includes sending the list in a web page to the second user (see at least Figures 3 and 7 – 20).

Regarding claim 77 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the information to be displayed comprises graphics or text to be personalized on the product (see at least Figures 7 – 20).

Regarding claim 78 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the product is a stamp (Col 3, line 45).

Regarding claim 80 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the `aspect includes the content of the information (see at least Figures 7 – 20).

Regarding claim 81 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the aspect includes how the information should be formatted (see at least Col 5, line 33) and (82) wherein the formatting relates to one of more of the font, font size, font style, position or alignment of the information (Col 5, line 35).

Art Unit: 3625

Regarding claim 84 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the information constitutes a picture chosen by a user (see at least Col 4, lines 23 – 25 and Figures 2, 6 – 8 and 24).

Regarding claim 85 (PREVIOUSLY PRESENTED), Mellgren teaches a method further including at least one of the users modifying the instructions so as to modify whether an aspect may be changed or not (Col 5, lines 1 – 14 and Figures 7 – 10) and (claim 86) further comprising the first user modifying the instructions so as to modify whether an aspect may be changed or not (see at least Col 5, lines 1 – 49 and Figures 7 – 20) as well as (claim 87) further comprising the second user modifying the instructions so as to modify whether an aspect may be changed or not (see at least Col 5, lines 1 – 49 and Figures 7 – 20).

Regarding claim 88 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the step of modifying the instructions comprises sending a web page to the at least one user listing the aspect to be changed and allowing the user to click a control to change the instructions associated with the aspect (see at least Figures 7 – 20) and (claim 89) wherein the control is a checkbox (see at least Figures 7 – 9).

Art Unit: 3625

Regarding claim 90 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the indication is the appearance of the area for accepting user input of the value (see at least Figure 12).

Regarding claim 93 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the first user and the second user are different people (See at least Figure 1).

Regarding claim 97 (PREVIOUSLY PRESENTED), Mellgren teaches a method further comprising, after the step of receiving, sending a web page to the client describing the first aspect and, if the first aspect is locked then the web page displays the value of the aspect and, if the aspect is unlocked, then the web page indicates that the value of the aspect may be changed (see at least Figures 1, 2 and 7 – 20).

Regarding claim 98 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein at least one of the aspects relates to the content of personalization information to be affixed to a stamp and the value of the at least one aspect relates to the content (see at least Figures 7 – 14) and (claim 99) a method wherein the content identifies an entity (see at least Figure 13).

Art Unit: 3625

Regarding claim 100 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the aspect relates to the formatting of personalization information to be affixed to a stamp (see at least Figures 13 – 15).

Regarding claim 101 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein, if the aspect is unlocked, then the web page also displays the value of the aspect (see at least Figures 1 and 7 – 10).

Regarding claim 112 (PREVIOUSLY PRESENTED), Mellgren teaches a method wherein the sent data includes information relating to where the aspects are displayed on the product (see at least Figure 24).

**Claims 79, 83, 91, 92 and 95 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Plantz and Mellgren, as applied to claim 75 above, and further in view of Farros (US 5,930,810).**

The combination of Plantz and Mellgren substantially teaches the applicant's invention as disclosed.

Art Unit: 3625

However, the combination does not specifically disclose and teach a method wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed. Nor does the combination specifically disclose and teach, a method wherein the first user and the second user are the same person or a method further comprising displaying the personalized information simultaneously with the aspect values to the second user.

On the other hand and regarding claim 79 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the product is an advertising specialty (Col 2, lines 32 – 33).

Regarding claim 83 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the information constitutes a logo (Col 2, lines 32 – 33).

Regarding claim 91 (PREVIOUSLY PRESENTED), Farros teaches a method wherein a three dimensional textbox indicates that the aspect may be changed (Col 2, lines 40 – 41).

Regarding claim 92 (PREVIOUSLY PRESENTED), Farros teaches a method wherein the first user and the second user are the same person (see at least Abstract).

Art Unit: 3625

Regarding claim 95 (PREVIOUSLY PRESENTED), Farros teaches a method further comprising displaying the personalized information simultaneously with the aspect values to the second user (Col 2, lines 55 – 65).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Plantz and Mellgren with the method and system of Farros to have enabled a method wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed as well as a method wherein the first user and the second user are the same person and too a method further comprising displaying the personalized information simultaneously with the aspect values to the second user - in order to have enabled a method which permits a user to modify a printed product by incorporating various personalization features. The combination of Plantz and Mellgren disclose a method of obtaining information about a personalized product to be provided from a provider to an organization, the personalized product displaying information provided by the organization, the method comprising the provider: receiving login information identifying a first user within the organization; receiving instructions over a network from the first user within the organization, the instructions defining which 'aspects of the information have values which may be changed by a second user within the organization such that the instructions define at least one aspect which may be changed and

Art Unit: 3625

at least one aspect which may not be changed; receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user; transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information, distinguishing the aspects which the second user may change from those which the second user may not change; and receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value. Farros discloses a method and system wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed and wherein the first user and the second user are the same person or a method further comprising displaying the personalized information simultaneously with the aspect values to the second user (Abstract, Col 2, lines 30 – 62). Therefore, one of ordinary skill in the art would have been motivated to extend the combination of Plantz and Mellgren with a method and system for wherein the product is an advertising specialty and a method wherein the information constitutes a logo as well as a method wherein a three dimensional textbox indicates that the aspect may be changed and wherein the first user and the second user are the same person or a method further comprising displaying the personalized information simultaneously with the aspect values to the second user. In this regard, the user has various approaches to personalizing a product –



Art Unit: 3625

which will increase their satisfaction as well as increase the probability that they will continue to use for future needs.

**Claims 104 – 110 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mellgren (US 6,085,126) in view of Plantz (US 6,088,702).**

Regarding claim 104 (PREVIOUSLY PRESENTED), Mellgren teaches a method of receiving personalized information to be displayed on a product, the personalization information having aspects, the aspects having values, the method comprising: receiving locking instructions from a first user, whereby if the instructions identify an aspect as being locked, then the value cannot be changed until the aspect is unlocked (see at least Figures 7 – 20); sending values of aspects to a second user and indicating whether the aspect is locked, at least one of the aspects being locked (see at least Figures 1, 2 and 7 – 20).

However, Mellgren does not specifically disclose and teach receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect.

On the other hand, Plantz does disclose and teach a method of receiving an instruction from a second user to unlock a locked aspect (see at least Abstract and Col 2, lines 42 - 44); resending the value of the prior locked aspect to the

Art Unit: 3625

second user with an indication that the value may now be changed (see at least Col 2, lines 36 - 44); and receiving the value of the prior locked aspect (Col 2, lines 42 - 44).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Mellgren with the method of Plantz to have enabled a method of receiving personalized information to be displayed on a product, the personalization information having aspects, the aspects having values, the method comprising: receiving locking instructions from a first user, whereby if the instructions identify an aspect as being locked, then the value cannot be changed until the aspect is unlocked; sending values of aspects to a second user and indicating whether the aspect is locked, at least one of the aspects being locked and receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect – in order to have provided the capabilities to control the areas within a personalized product which can be changed. Mellgren discloses a method of receiving personalized information to be displayed on a product, the personalization information having aspects, the aspects having values, the method comprising: receiving locking instructions from a first user, whereby if the instructions identify an aspect as being locked, then the value cannot be changed until the aspect is unlocked; sending values of aspects to a second user and indicating whether the aspect is locked, at least one of the aspects being locked

Art Unit: 3625

(see at least Figures 1, 2 and 7 – 20). Plantz discloses a method of receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect (Col 2, lines 36 - 44). Therefore, one of ordinary skill in the art would have been motivated to extend the method of Mellgren with a method for receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect. In this regard, the organization can control the areas within the product, which can be personalized, and by whom as well as providing the security and access control/monitoring to designated areas to assure that the information meets a users requirements. Moreover, the method and system provide the capability of control over suppliers to ensure that the requirements are fulfilled as well as ensuring that users and suppliers have access to only the areas needed. In this manner, the organization will benefit by reducing cost through direct connecting of suppliers with customers – without losing control by the parent organization.

Regarding claim 105 (PREVIOUSLY PRESENTED), Mellgren teaches a method further comprising indicating which values are unlocked during the step of sending the values (Figures 7 - 10).

Art Unit: 3625

Regarding claim 106 (PREVIOUSLY PRESENTED), Plantz teaches a method of receiving an instruction from a second user to unlock a locked aspect; resending the value of the prior locked aspect to the second user with an indication that the value may now be changed; and receiving the value of the prior locked aspect (see at least Col 2, lines 36 - 44).

Regarding claim 107 (PREVIOUSLY PRESENTED), Plantz teaches a method wherein the step of sending further includes placing the value in a user modifiable textbox to indicate that the value's associated aspect is unlocked (Figure 3).

Regarding claim 108 (PREVIOUSLY PRESENTED), Plantz teaches a method further including enabling one of the users to unlock an aspect and disabling the other user from unlocking the same aspect (Abstract and Col 2, lines 42 - 44).

Regarding claim 109 (PREVIOUSLY PRESENTED), Plantz teaches a method further including receiving a login or password from the user (Figure 1).

Regarding claim 110 (PREVIOUSLY PRESENTED), Plantz teaches a method further including determining whether a user is enabled or disabled from unlocking an aspect based on the user's login or password (Figure 1).

Art Unit: 3625

***Response to Arguments***

Applicant's arguments, see Office Action mailed 2-11-04, and the present amendment filed 6-25-2004, with respect to the rejection(s) of claim(s) 75 - 112 under 35 USC 103(a) have been fully considered and are persuasive only with respect to Arledge and Varma. The arguments with respect to Mellgren are addressed above. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Plantz (US 6,088,702).

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **(703) 305-8230**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeff Smith** can be reached on **(703) 308-3588**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

***Commissioner for Patents***

***P.O. Box 1450***

Art Unit: 3625

**Alexandria, Va. 22313-1450**

or faxed to:

**(703) 872-9306** [Official communications; including  
After Final communications labeled  
"Box AF"]

**(703) 746-7418** [Informal/Draft communications, labeled  
"PROPOSED" or "DRAFT"]

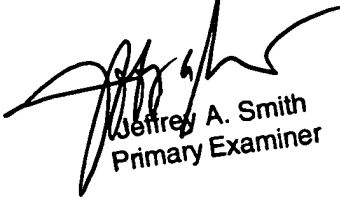
Hand delivered responses should be brought to Crystal Park 5, 2451  
Crystal Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.

RER

user to lock the logo field including the file (content  
945) and size 944, and Figure 14 illustrates a web page  
960 with all of the logo criteria 961 being locked.  
Nearly any aspect any personalization  
may be locked. By way of example, other aspects  
criteria

Art Unit: 3625

may include color, quantity, paper stock or any other  
variable that would a user or organization would like to  
lock.



Jeffrey A. Smith  
Primary Examiner